
Inventory Management in the Automotive Industry

In the Aftermarket Sales

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Jaguar Land Rover Plc.

- Brands:
 - Jaguar: 4 models
 - Land Rover: 6 models
- Sites:
 - 3 research and development facility
 - 4 vehicle assembly site
 - 1 engine production site
- Sold vehicles (2013 March)
 - Jaguar: 60 000
 - Land Rover: 320 000



Inventory management side of

it Challenges:

- Number of parts: 60 000 parts
- Demand: from 1 pcs a year to 200 000 pcs a year
- Price: 0,10 GBP to 3 000 GBP
- Lead time from 7 day to 90 day
- Size: from rubber seal to hood
- Reason for an order: maintenance or bad luck (accident)



Differences and similarities

Differences and similarities in demand planning between the oil industry and the automotive industry

Differences	Similarities
Demand planning (commercial driven demand vs. commercial and bad luck)	Demand planning (linear calculated demand vs. reality)
Damaged products (slop vs. scrap)	
	In transit (in pipeline vs. sea freight)
Product life cycle	

THANK YOU FOR YOUR ATTENTION

MORE INFO

<http://www.jaguarlandrover.com/gl/en/>

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